



Most Expensive Pizza: Industry Kitchen sets World Record

NEW YORK, NY, USA -- Industry Kitchen near the South Street Seaport in Lower Manhattan is now serving up a magical dish called The 24K Pizza; each one is sold for \$2,000 (£1,627.53), and comes covered in flakes of 24-karat gold, setting the new world record for the Most expensive pizza, according to the World Record Academy.

The Guinness World Records world record for the most expensive pizza, commercially available, is a thin-crust, wood fire-baked pizza topped with onion puree, white truffle paste, fontina cheese, baby mozzarella, pancetta, cep mushrooms, freshly picked wild mizuna lettuce and garnished with fresh shavings of a rare Italian white truffle, itself worth £1,400 (then \$2,500) per 1 kg (2 lb 3 oz). Depending upon the amount of truffles available each season, the pizza is regularly sold at £100 (then \$178) each to customers of Gordon Ramsay's Maze restaurant, London, UK.

Guinness World Records also recognized the world record for the largest pizza commercially available is 1 m 37 cm (4 ft 6 in) by 1 m 37 cm (4 ft 6 in) and is sold at the Big Mama's and Papa's Pizzeria, Los angeles, California. It is a square pizza which is said to serve between 50 and 100 people. It has a cost of \$199.99 (plus tax) and is deliverable within a certain area.

Each one is sold for \$2,000 (£1,627.53), and comes covered in flakes of 24-karat gold. Which helps to explain the price a little.

As well as the fancy gold flakes, the pizza is also topped with imported white stilton cheese, Ossetra caviar, truffles, and Foie Gras. The pizza is cut into eight slices, working out at \$250 (£203.45) per slice.

“It is the epitome of decadence,” the restaurant’s chef, Braulio Bunay, told Town and Country Magazine. “The pizza is extremely rich—if you’re in the mood for a lavish meal, this is the pizza for you.”

Bunay said the pizza was inspired by the extreme wealth of Manhattan’s Financial District, where the restaurant is located.

You have to order 48 hours in advance and it will cost \$2,000.